



## SUMMARY

This detailed document will outline the City's economic development marketing efforts for the 2017 calendar year. This year's multimedia campaign will focus on the "Seabrook Love" theme to continue the positive branding efforts for the City of Seabrook.

It is the understanding of the City at this time, that the SH 146 Expansion Project is preventing developers and businesses from pursuing Seabrook for their ventures. Therefore, until the expansion project breaks ground, or at least until Union Pacific comes to an agreement with TxDOT, it is important for the City's marketing and advertising efforts to focus on our brand and our Return on Relationship (ROR), rather than our Return on Investment.

The "Seabrook Love" theme is a concept that was developed during the City Council's annual Strategic Planning Meeting. As already mentioned, due to the negative impacts of the SH 146 Expansion Project, it has become very difficult for current marketing efforts to have a visible ROI. However, both current and future efforts ultimately establishes Seabrook as a "loveable" community with a small business base, that is seeking not just to acquire new businesses and developments, but to build positive relationships with them.

This year's marketing and advertising campaign will continue to brand Seabrook in such a way that makes it stand out from other Houston communities. A brand that is about relationship building. The schedule will incorporate new and innovative ways to market Seabrook, while also retaining visibility in several popular business and development publications.

## CONCEPT

The concept of this campaign will combine a mix of digital and print marketing and editorial pieces over multiple platforms to help reach not only our target business audience, but to also impact our existing businesses, residents and visitors. Efforts to start laying the groundwork have already begun with the use of the #SeabrookLove in our social media posts; development of promotional materials such as t-shirts and koozies; and the general Seabrook Love theme seen in our E-Newsletter and Bi-Annual City Review.

Moving forward the Communications and Marketing department will design and develop [www.seabrooklove.com](http://www.seabrooklove.com), which will also be the redirect for [www.iheartseabrook.com](http://www.iheartseabrook.com) and [www.visitseabrook.com](http://www.visitseabrook.com). This interactive and responsive website will highlight local businesses, provide maps and tools to visitors and ultimately brand Seabrook as a place to LOVE. In addition to

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the website, videos and other digital assets will be created for shareable content across all of our marketing platforms.

To help reach the development community, the Communications and Marketing department will also work with the EDC to develop a Partnership and Incentive Program that allows area developers and commercial real estate agents to share cost for advertisements in popular publications like the Houston Business Journal and REDNews. Both of these publications offer unique digital content that reaches thousands of developers across the country.

## **FIRST QUARTER MARKETING**

### **January 1 through March 31**

The anticipated climate during the first quarter will be very similar to the end of 2016. While it is our hope that Union Pacific will come to agreement with TxDOT sooner rather than later, it is still unknown. TxDOT has been and will still be actively pursuing the acquisition of businesses along the corridor. This will be the time to develop and implement a strong “Seabrook Love” brand for the city.

- ★ Development of SeabrookLove.com - Go Live Date January 31, 2017
- ★ #SeabrookLove Social Media Push - Weekly Post Pledge
- ★ Seabrook Love Email Blasts - One email per month beginning in February distributed to the city’s list serve and media highlighting area businesses and things to LOVE in Seabrook
- ★ Paid social media advertising encouraging retail and dining ventures - One per month during the quarter
- ★ HBJ Run of Site Ad February 1-28 130K Impressions
- ★ REDNews Full Page Ad plus Editorial about Seabrook - March 17
- ★ REDNews Property EBlast (Potential Partnership/Incentive Opportunity)
- ★ REDNews.com Top Banner - Date TBD
- ★ REDNews Weekly Digital Newsletters - Dates TBD
- ★ My Business Belongs in Seabrook - Expected production date March - Business TBD

## **SECOND QUARTER MARKETING**

### **April 1 through June 30**

It is anticipated that during the second quarter of 2017 we will start to see a shift in the climate surrounding the SH 146 Expansion Project. More TxDOT business acquisitions will be complete resulting in businesses along the corridor closing their doors. Now is the time to start influencing the decision makers.

- ★ Development of Seabrook Love video highlighting local businesses and attractions
  - ★ #SeabrookLove Social Media Push - Weekly Post Pledge
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- ★ Seabrook Love Email Blasts - One email per month during the quarter distributed to the city's list serve and media highlighting area businesses and things to LOVE in Seabrook
  - ★ Paid social media advertising encouraging retail and dining ventures - One per month during the quarter
  - ★ My Business Belongs in Seabrook - Expected production date April - Business TBD
  - ★ HBJ Run of Site Ad April 1-30 130K Impressions
  - ★ HBJ Strip Ad May 19 Heavy Hitters List Edition
  - ★ HBJ 11x17 Glossy Insert (fold to 4 pages) - June 2 Geographic Spotlight: Bay Area Edition
  - ★ REDNews Property EBlast (Potential Partnership/Incentive Opportunity)
  - ★ REDNews.com Top Banner - Date TBD
  - ★ REDNews Weekly Digital Newsletters - Dates TBD

## **THIRD QUARTER MARKETING**

**July 1 through September 30**

By now the SH 146 Expansion Project should be very visible to the public. It will now be time to start strategizing on how to keep the Seabrook Love theme going while at the same time developing a marketing strategy to promote businesses during construction.

- ★ Development of the 2018 Marketing Campaign Plan - "We Are Open for Business"
- ★ #SeabrookLove Social Media Push - Weekly Post Pledge
- ★ Seabrook Love Email Blasts - One email per month during the quarter distributed to the city's list serve and media highlighting area businesses and things to LOVE in Seabrook
- ★ Paid social media advertising encouraging retail and dining ventures - One per month during the quarter
- ★ My Business Belongs in Seabrook - Expected production date August - Business TBD
- ★ HBJ Digital Native Content Article September 1-30
- ★ REDNews Front Cover plus Editorial August 17
- ★ REDNews Property EBlast (Potential Partnership/Incentive Opportunity)
- ★ REDNews.com Top Banner - Date TBD
- ★ REDNews Weekly Digital Newsletters - Dates TBD

## **FOURTH QUARTER MARKETING**

**October 1 through December 31**

Celebration Seabrook falls in the middle of the Fourth Quarter and with Council approval it will take place on November 11, 2017. The 2016 event had incredible marketing success with special live segments by all three major Houston networks and over \$75,000 worth of in-kind media partnerships. During this quarter it will be important to focus on the event letting the community and businesses

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know that the SH 146 will not have a significant impact on annual events. Celebration Seabrook is an ideal platform for Seabrook Love marketing.

- ★ Incorporate Seabrook Love into all Celebration Seabrook advertising efforts
- ★ #SeabrookLove Social Media Push - Weekly Post Pledge
- ★ Seabrook Love Email Blasts - One email per month during the quarter distributed to the city's list serve and media highlighting area businesses and things to LOVE in Seabrook
- ★ Paid social media advertising encouraging retail and dining ventures - One per month during the quarter
- ★ My Business Belongs in Seabrook - Expected production date December - Business TBD
- ★ HBJ The Bottom Line/Slider Ad October 1-31
- ★ REDNews Front Cover with Center Spread and Editorial October 17
- ★ REDNews Property EBlast (Potential Partnership/Incentive Opportunity)
- ★ REDNews.com Top Banner - Date TBD
- ★ REDNews Weekly Digital Newsletters - Dates TBD

## MEASURABLES

The Communication and Marketing department will continue to provide bi-annual reports on all marketing and advertising efforts including all website analytics for both the SEDC pages and the new SeabrookLove.com site. In an effort to provide more measurables to the board, the department has reduced the number of print advertisements and will now be focusing their efforts on digital content that will provide more metrics for review.

## EXPENDITURES

The 2016/17 SEDC Advertising Budget allocates for the corporation to spend up to \$40,000 on advertising efforts. The 2017 Marketing and Advertising Campaign expenditures will be broken down as follows:

- ★ \$1,200 on Social Media Advertising
    - 1 ad per month at \$100 each with approximately a 12,000 reach and over 400 website clicks.
  - ★ \$19,000 Houston Business Journal Advertising
    - Two Run of Site Ads at \$2,600 each = \$5,320
    - One Print Strip Ad at \$930
    - One 11x17 Glossy Insert in Bay Area Edition at \$5,600
    - One Month of Native Content Article on Run of Site at \$4,160
    - One Month of The bottom Line/Slider Ad at \$2,990
  - ★ \$16,485 REDNews Advertising
    - Eblast Package of 40 - \$5,200
    - REDNews.com Top Banner - 12 Weeks at \$1,050
    - REDNews Weekly Digital Newsletter - 36 weeks at \$2,250
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